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All about the NEW ROSES



COUNTESS VANDAL. PLANT PATENT NO. 38

© 1932

by J. H. NICOLAS



// *To the New Roses* //

There's an undeniable thrill in the new things of life. The high hopes of a New Year . . . the amazing speed of a new train . . . the magnificence of a new car . . . the exquisite loveliness of a new bride . . . the arrival of a new baby; there's no question that they are all quite exciting.

So here's to the New Roses! Not to the limited number of pinks, reds, whites, and some yellows available at the turn of the century, but to the delicate shadings of orange-coral, chamois, apricot, flame, and their infinite combinations that we expect and admire in the New Roses of today.

Certainly the world of human ingenuity moves forward. Just as modern science has given us streamlined automobiles, air-conditioned homes, electric refrigeration, etc., we now have "new-model" Roses which are not only surprisingly beautiful, but healthier as well, for science has shown the hybridizer how to improve the breed and eliminate weaklings—*A Toast to the New Roses!*

J. H. NICOLAS

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JACKSON & PERKINS COMPANY

NEWARK, N. Y.

THE *Thrill* OF GROWING THE NEW VARIETIES

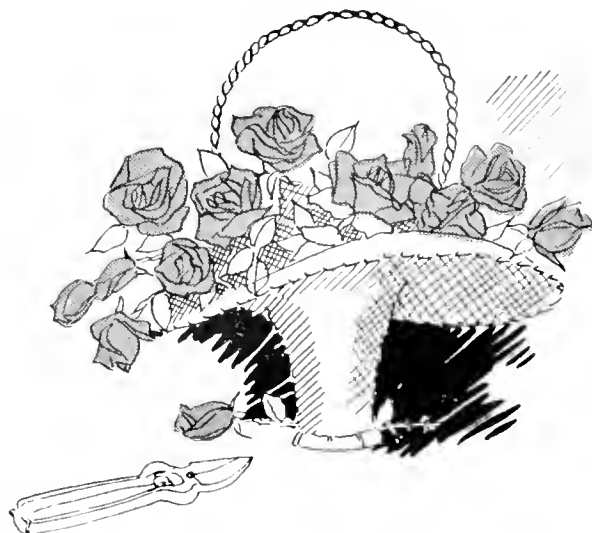
A friend may be able to describe the thrill of a glamorous "first night" at the theatre . . . the thrill of visiting strange lands . . . of finding a prized antique . . . of dining with some interesting personage. And, yet, this same friend would find it difficult, indeed, to convey the beauty and the joy of growing the New Rose creations.

Some of these New Roses will become famous and household words throughout the world, like Dorothy Perkins, Maréchal Niel, and American Beauty. But now you can be among the very first to enjoy them in your own community; and your sponsorship of the ones you like most will help send them on their way to fame.

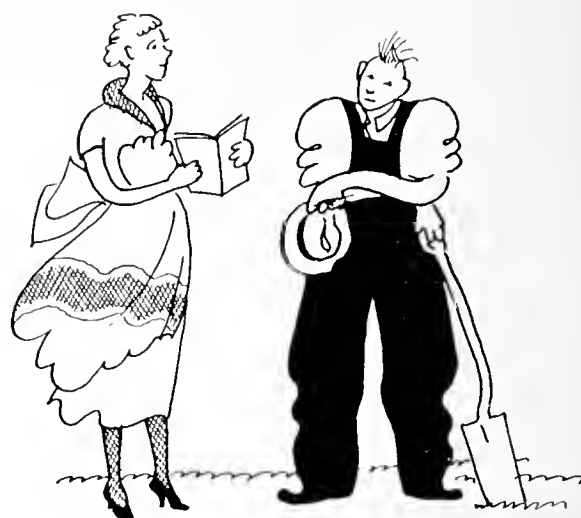
Not all the pleasure comes in their blooming. There is a thrill of pleasant anticipation as you make your selection. To clothe a fence, you select Princess van Orange (the most talked-of climber in Europe), with its masses of dazzling, orange-scarlet flowers. Then, perhaps, you are undecided between the brilliant flame tints of Carillon and the apricot shades of Alezane, the Spanish new-comer. Or, again, you make your selection between the already famous and superb Countess Vandal and the fire and flash of the new Matador.

Not Difficult to Grow

Modern Roses are easier to grow because hybridizers have improved their methods and the strains and parents have been chosen more carefully for hardiness. Jackson & Perkins novelties are renowned for their vigor, reliability, and adaptability to most conditions. They will also thrive in a much wider territory than the older types, being specially bred for greater winter hardiness.



How TO BEGIN



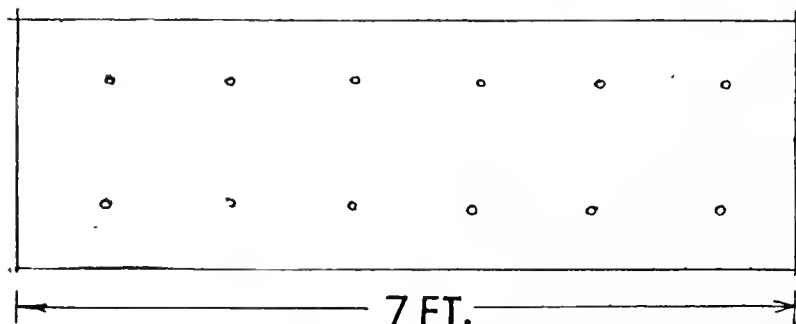
Remember the time you started on that longed-for trip to Mexico? Or California? Or the time you bought your new car? You didn't keep on vaguely promising yourself that "some day" you would do it. You just made up your mind and the thing was done. So it is in growing the New Roses—your first step is to say to yourself, "This summer I am going to grow some of the New Roses"—and the rest is not at all difficult. The little sketches on the next page will give you some idea where to plant your Roses, and then you can select, from the color pages which follow, just the ones that would please you most. When the Roses arrive, you can follow the simple directions given on the last few pages. Even the person who has never grown flowers before may achieve success by following these simple instructions.

A Few Beds Provide Plenty of Flowers

It is surprising how many Roses can be grown in a small space. A 7-foot bed will accommodate a dozen plants which will supply daily a number of blooms for the house. Standard space between Rose plants is 14 inches, and it is easy to estimate how many plants are necessary for the beds or complete garden you have in view. Or, if you wish, a few Roses may be planted as a part of an informal border.

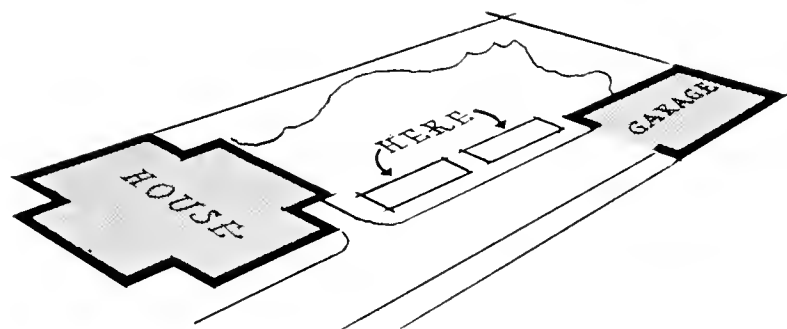
7-FOOT BORDER

A Dozen Selected Garden Roses

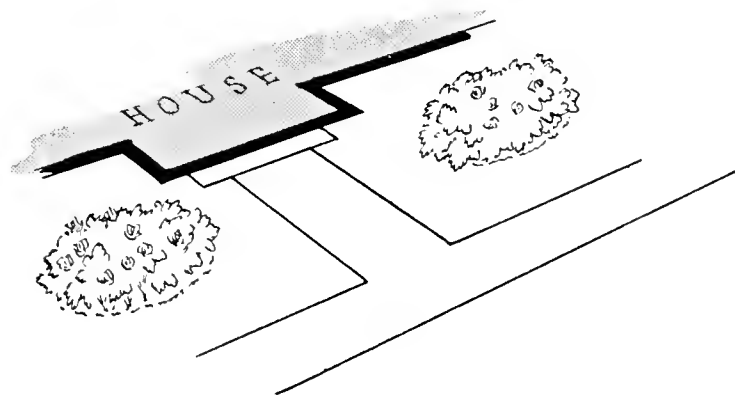
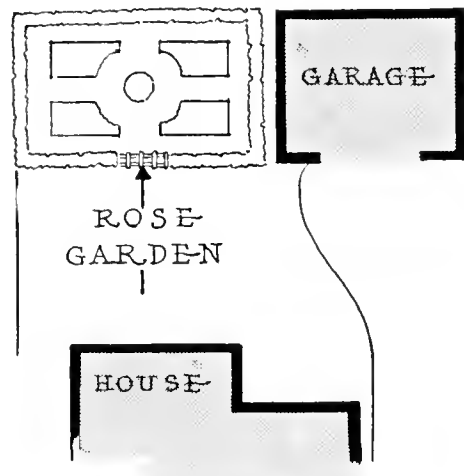


*Rose plants
14 inches apart*

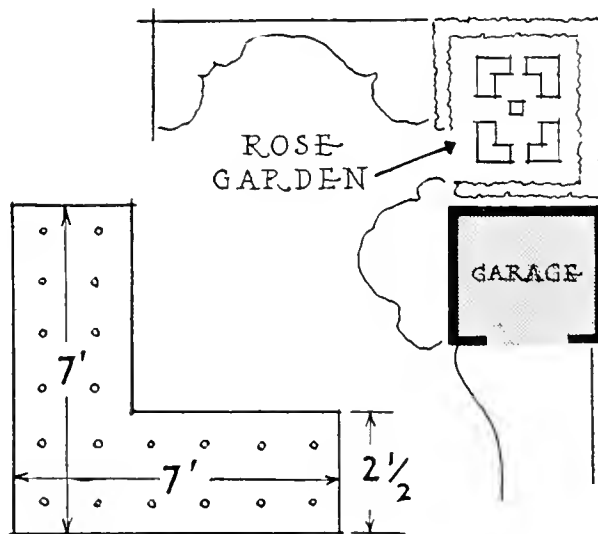
Where TO PLANT GARDEN ROSES



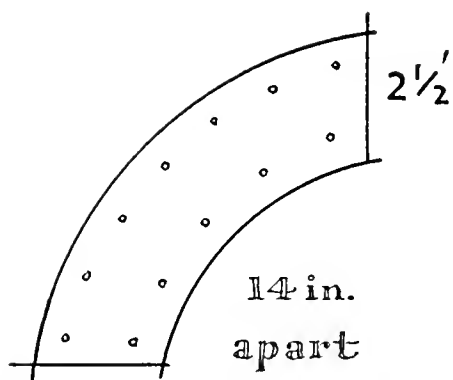
Beds parallel to walks or drive



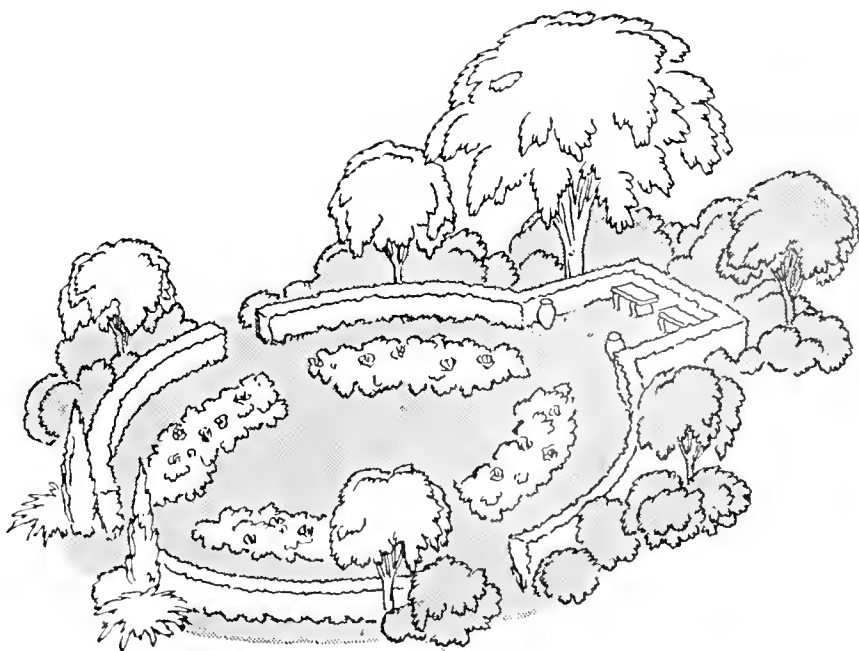
DON'T plant circular bed in middle of lawn



Typical bed
20 ROSES



Circular bed two or more garden varieties

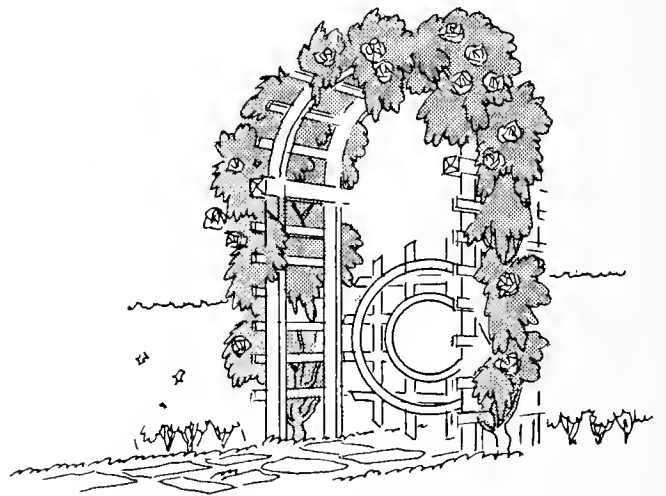


The Best **USE OF CLIMBING ROSES**

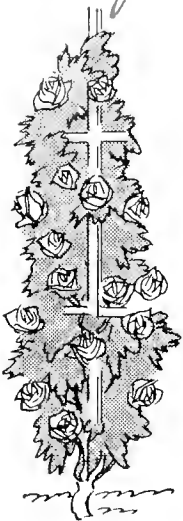
Because of their hardiness, their many uses, and the superb beauty of the newer sorts, Climbing Roses should be used much more generally in our plantings. A little imagination suggests many uses. Trained around a post, a climber makes a beautiful "Pillar of Roses," particularly beautiful as a frame for the Rose-garden. Trained over an archway or a doorway or along the porch, there are few "vines" that will grow as fast, be as permanent and as beautiful as Climbing Roses. Trained to cover a wire fence, "Ramblers" are most spectacular. Trained along the walls, Climbing Roses will dress up a garage or any building and transform it into an ornament in the landscape.



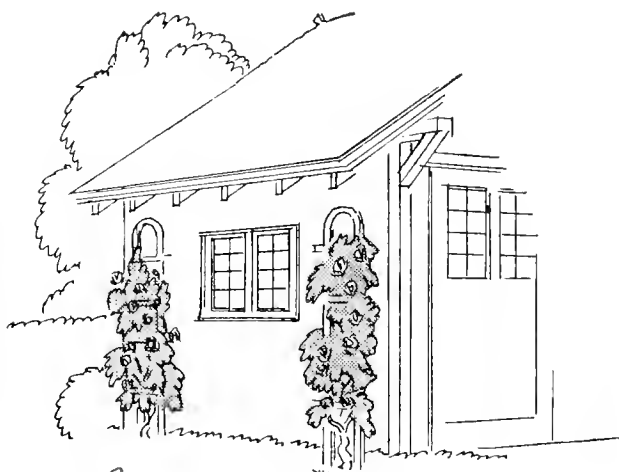
*Doorway
or porch*



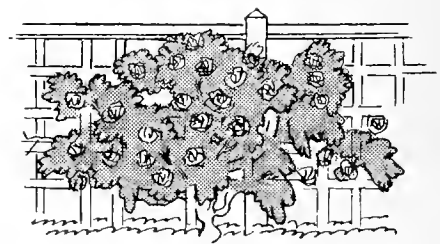
*Covering an
archway*



*As a
pillar*



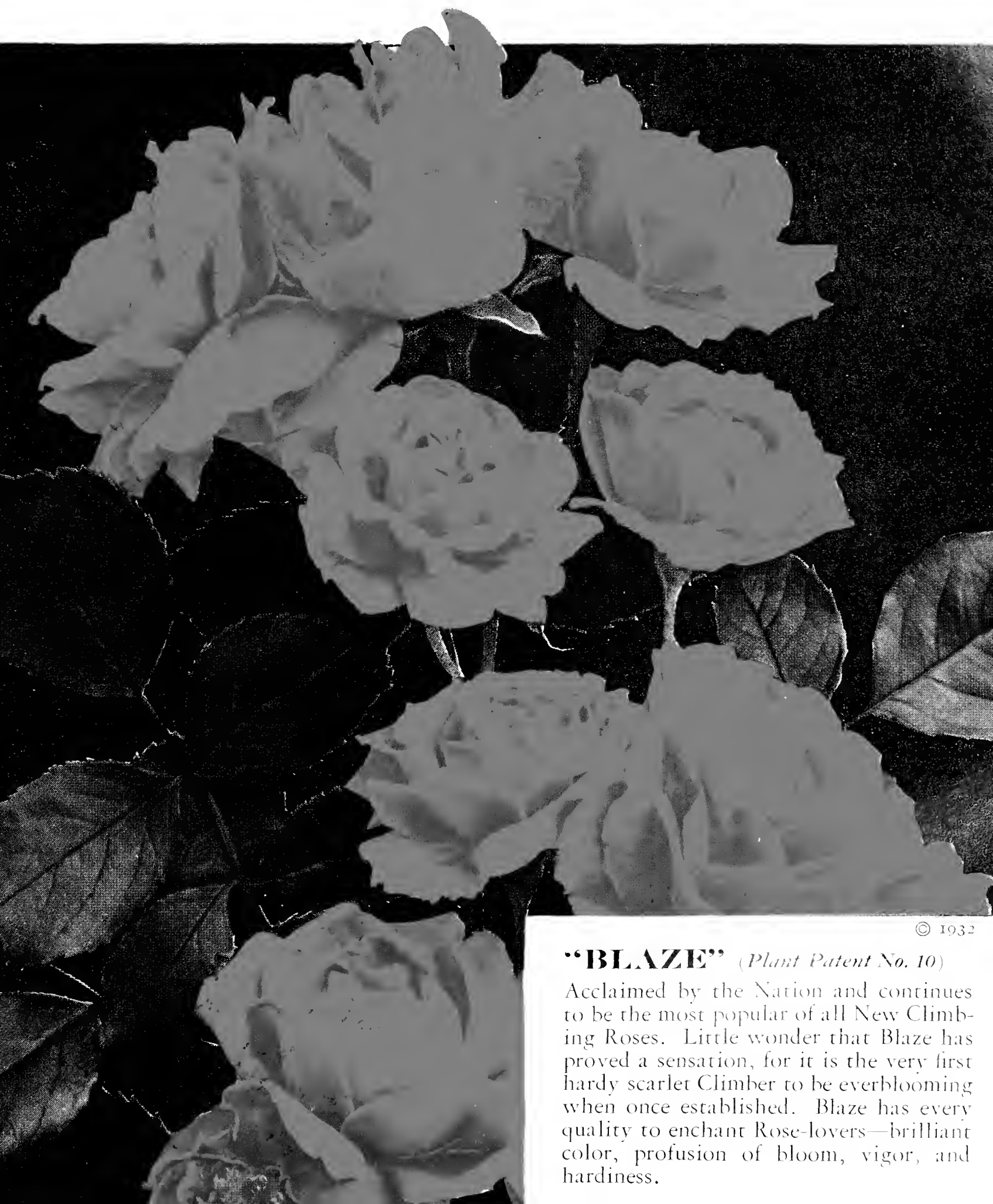
*Along a Garage
or any building*



*To cover
a fence*

Three

SENSATIONAL NEW CLIMBERS



© 1932

“BLAZE” (*Plant Patent No. 10*)

Acclaimed by the Nation and continues to be the most popular of all New Climbing Roses. Little wonder that Blaze has proved a sensation, for it is the very first hardy scarlet Climber to be everblooming when once established. Blaze has every quality to enchant Rose-lovers—brilliant color, profusion of bloom, vigor, and hardiness.





© 1933

GOLDEN CLIMBER

*(Plant Patent
No. 28)*

Every Rose-lover will desire this exquisite new yellow Climbing Rose. Its buds, of the Hybrid Tea type, are flecked with orange-scarlet, and come on stems 18 inches and longer. Excellent for cutting. Its show of rich golden blossoms is a thrilling sight. Golden Climber is a hardy, vigorous grower which will add a most modern note to your garden. Very ornamental.

PRINCESS van ORANGE

*(Plant Patent
No. 106)*

The most-talked-about Climber in Europe today. A dazzling new color in Climbing Roses. Branches literally covered with masses of brilliant orange-scarlet flowers, imparting an unusual radiant glow. When laden with bouquets of these sparkling blooms, Princess van Orange makes a wonderful show on trellis, fence, or arch. A vigorous grower and exceptionally hardy. Be among the first to enjoy this newest European novelty on your home-grounds!

PRINCESS
VAN ORANGE

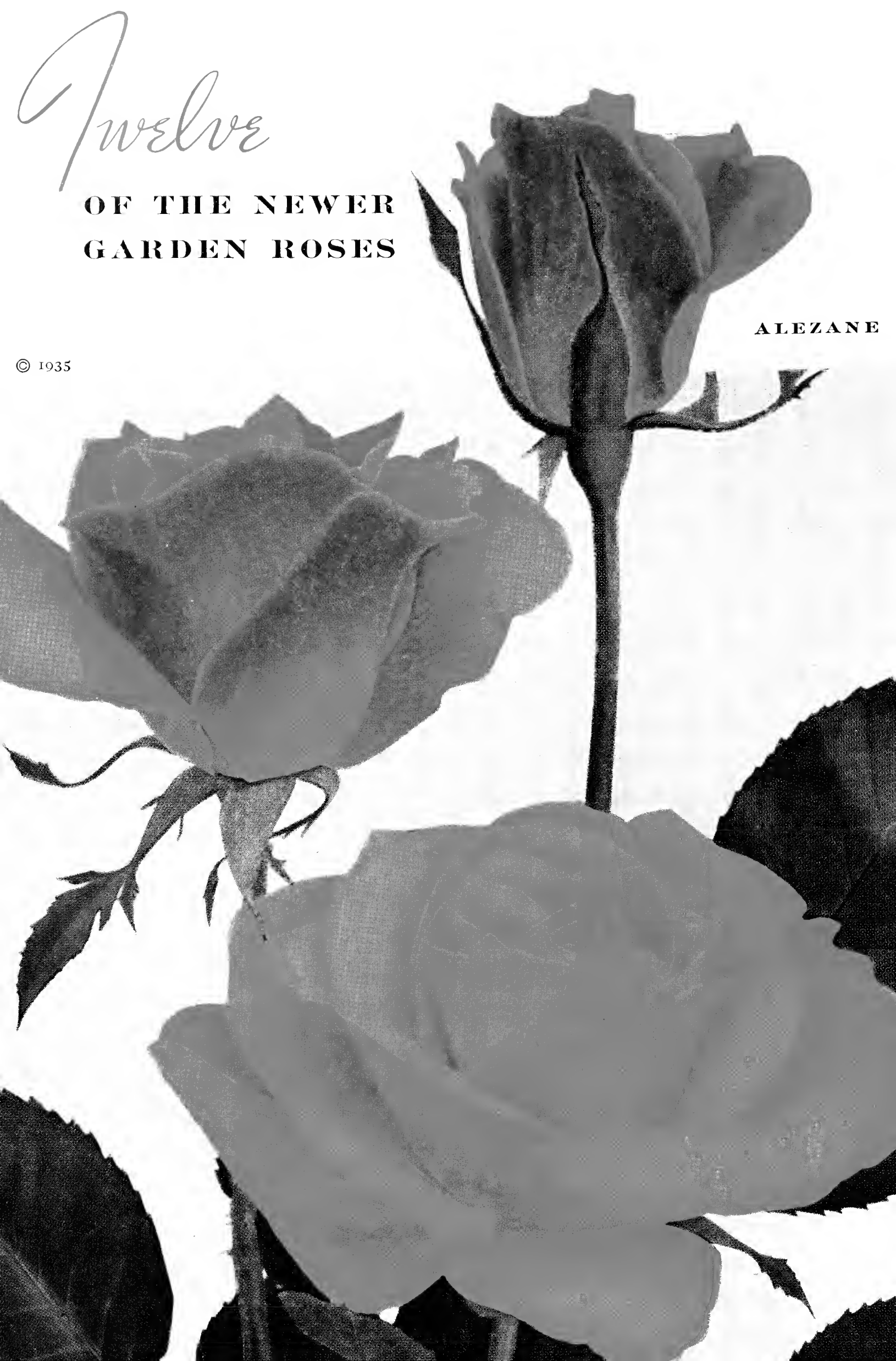
(left)

Twelve

**OF THE NEWER
GARDEN ROSES**

ALEZANE

© 1935





© 1933

AMELIA EARHART

ALEZANE

*(Plant Patent
No. 116)*

A new-comer from Spain. A Rose of the most astonishing colors—reddish brown in the bud, gradually evolving to apricot with a yellow circle in the center; petals sorrel, striped with yellow veins and not affected by hot or wet weather. Growth very vigorous. Dark green foliage. An extremely interesting and striking novelty. The first to bloom in the spring. It is one of the finest Roses ever to come from a country known for its romance and color. You'll like it!

AMELIA EARHART

*(Plant Patent
No. 63)*

Truly a lovely garden Rose, producing a wealth of immense, extremely fragrant, yellow blooms. Very full flower, graduating from a deep yellow center with outer petals of cream with blush overtone. A free bloomer and strong grower with large, rich dark green leaves. Amelia Earhart will prove the delight of garden-lovers everywhere.



ANNE POULSEN



© 1935



**COUNTESS
VANDAL**

*(Plant Patent
No. 38)*

(See front cover)

Probably the most popular of the new garden Roses in America and Europe. If one were limited to a single variety, Countess Vandal would undoubtedly be the loveliest "all-in-one" Rose to select. A favorite in the Rose-garden at The Century of Progress, Countess Vandal will also become the reigning beauty in your own garden. Its slender buds of coppery bronze, suffused with soft gold and pink, are a constant delight. Superb for cutting. Vigorous, hardy grower.

**ANNE
POULSEN**

*(Plant Patent
applied for)*

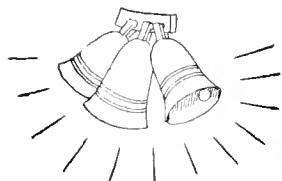
This beautiful new Rose is of the Polyantha type, presents a mass color effect and is ideal when planted as a low hedge or a border. Its large, semi-double flowers of scarlet-crimson are always present. Blooms come in sprays and have a pleasing fragrance. Plants are robust and hardy.

**BETTER
TIMES**

*(Plant Patent
No. 23)*

The brilliant cerise flowers are large, double, and delicately fragrant. Being produced on long, strong stems, they are excellent for cutting. Foliage is leathery, dark green. Very free, full bloomer. A Rose as pleasing as its name implies.

GLOAMING



© 1935

CARILLON

(*Plant Patent
No. 136*)

Destined to be one of the best-loved Roses of all time. Like the Carillon, it rings with happiness. It is cheerful, yet restful, with its blossoms of soft, yet brilliant flame and coral tones. The bush is branching, so that when planted in mass the whole bed is blanketed with glossy foliage upon which rest the many blooms. Just as it takes many bells to make a Carillon, this Rose is at its best when planted in groups. You'll take Carillon into your heart.

GLOAMING

(*Plant Patent
No. 137*)

A cut-flower variety also of great value to the garden. Its large buds are carried on long, rigid stems amply clothed with handsome foliage. The plant is vigorous and branching, fairly tall growing. Bloom is large and full, well formed and long lasting, either in water or on the plant. The color is a soft satiny pink heavily laden with salmon and amber. Delightfully fragrant. Those who have seen it under test are enthusiastic in their praise.





WHITE BRIARCLIFF



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MARY HART

© 1932

CARMELITA



© 1935



CARMELITA

*(Plant Patent
No. 91)*

Large, ovoid bud; flower vivid red. Color same on both sides of petals without variations. A vigorous grower with abundant, large, leathery, dark green foliage. A new American Beauty Rose of great promise. We recommend it highly.

MARY HART

*(Plant Patent
No. 8)*

A striking red Talisman. The bud is deep rose-red, opening to well-formed blossoms of velvety blood-red with an overflow of amber. Unlike most red Roses, Mary Hart does not wilt or dry out when cut, but opens perfectly. It is a superb Rose, and will prove a delightful addition to your garden.

WHITE BRIARCLIFF

*(Plant Patent
No. 108)*

The first and only absolutely pure white Hybrid Tea Rose—the goal of hybridizers for years. A supreme white Rose, with the finest form since bride's Roses have been grown. A vigorous, bushy plant. Tremendous producer and ideal for cutting. You will be enchanted by its beauty. It cannot be recommended too highly.

ROCHESTER



© 1935



MATADOR

*(Plant Patent
pending)*

When shown in Europe this was heralded as a great red Rose. Tests in our own research gardens and many others confirm this opinion. Blossoms are large, full, with the scarlet-crimson and sheen of the matador's cape. It brings the fire and flash of the toreador to your garden. Sturdy grower. Don't overlook this one.

ROCHESTER

*(Plant Patent
No. 131)*

A lovely, constantly flowering Rose of the bedding type. Great freedom of bloom. Blossoms of clear two-tone pink, deeper in center, having coppery tinges, and with yellow at the base of petals. Foliage heavy and disease-resistant. Growth vigorous. Always in bloom, it is sure to be a great garden favorite.





© 1934

NIGRETTE

*(Plant Patent
No. 87)*

“The Black Rose of Sangerhausen.” The cup-shaped flowers are an intensely deep maroon with blackish velvety sheen, and are deliciously fragrant. It is the darkest of Roses, appearing almost black from a little distance. The plant is continuously in bloom, spending most of its energy in forming blossoms. This sensation of the European Rose world was widely publicized last summer. Visitors to our Rose-gardens are invariably attracted to it.

How to PLANT ROSES —

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds, remove one spade depth of soil and pile it on one side. This is "topsoil." Then remove a second spade depth and pile it on the other side. This is "subsoil," to be taken away. This makes a trench 18 inches deep. Rose roots never go deeper. Break the bottom of the trench with a fork. Refill the trench with the topsoil, mixing it with a liberal amount of manure, then finish the bed with good garden soil.

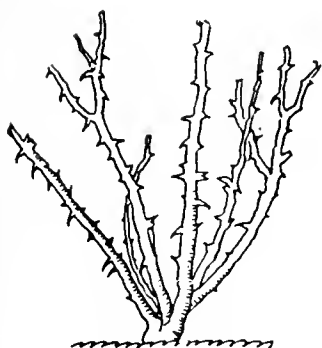
When planting Roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots naturally and without crowding. Work very fine soil between the roots and refill the hole a little at a time, always packing the soil *hard* on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 4 to 5 inches above soil-level; *this is extremely important*. The proper depth of planting is so that the bud or union should be barely covered. (See marginal sketch.)



WRONG



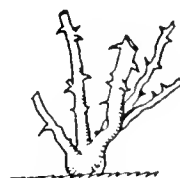
RIGHT



A Hybrid Tea
Rose pruned high
in spring.



The result of high
pruning. Bare legs—
tall growth.



A Hybrid Tea
pruned low in
spring.



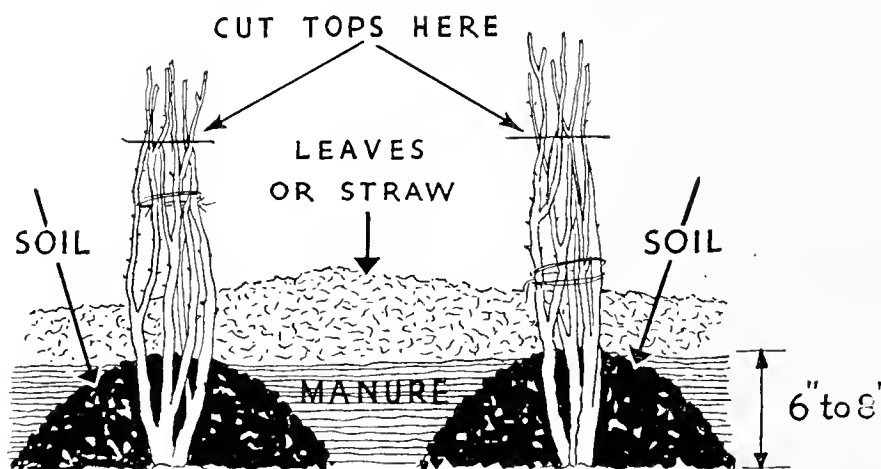
Result of close
pruning. Low, compact
—large flowers.

Wintering ROSES

The two unusually severe winters of 1933-34 and 1934-35 have proved beyond a doubt that Roses of *all* kinds can be successfully wintered anywhere in the United States with some inexpensive and easy protection.

After the first good heavy frost, bundle the branches together, cut them back to about 18 to 20 inches, mound earth around the plants up to 6 to 8 inches, or higher if practical, spread manure in the hollows between plants. Later on, when the ground is frozen, add a covering of leaves, straw, salt hay, or cornstalks to keep the ground frozen and as a protection against sun and wind. In the spring, remove covering a little at a time, first straw or leaves, then the coarse part of the manure, and finally level the soil when danger of hard spring frosts is past.

Hardy Climbers seldom need winter protection in most sections of the United States. However, where temperatures of 10° to 20° below zero are a common occurrence, Climbers winter well if taken down from their support and laid flat on the ground where they can be covered with earth or heavy straw.



Other Cultural Hints

Pruning is not mandatory (except for new plantings) but is advisable. It is necessary if quality blooms are desired; the more severe the pruning, the better the blooms will be.

Hybrid Teas are pruned in the spring when general vegetation starts. Remove all dead wood and weak branches, and for best results shorten the remaining canes to about one-third of the previous year's growth—thus, a plant 24 inches high in the autumn will be 8 inches after pruning the following spring.

Fertilizer. A mixed or "complete" fertilizer as sold under various trade-marks and equivalent to 1 part nitrogen, 2 or 3 parts phosphoric acid, and 1 or 2 parts of potash is preferable to any single one of these products. Apply very lightly (a teaspoon per plant) but often, and water liberally after each application. Bonemeal is useless for Roses.

Foliage Trouble. Newer Roses are not as subject to diseases as older varieties; they are much more resistant and many are almost immune. However, atmospheric conditions are more favorable some years than others, and an occasional dusting or spraying with accepted formulas would act as a preventive.

For more detailed information on all phases of the Rose, read THE ROSE MANUAL by Dr. J. H. Nicolas (Doubleday, Doran & Company, Garden City, New York. \$2.50). It is considered by authorities as the "Rose Grower's Bible."

It's easy

I F Y O U S T A R T E A R L Y

One important factor of Rose success is early preparation of the ground. Select the location for your Rose-beds as early as possible and prepare the soil as indicated on page 21, so it will be aired, will settle, absorb the early warmth of the sun, and become fine and mellow. Plants in such worked-up soil start earlier and more quickly recover from the hardships of transplanting.

The supply of new varieties is often very limited. Make your selection and order your Roses as early as possible; your dealer will deliver at the time best suited for planting in your location.

How to Order

Jackson & Perkins Company operates exclusively at wholesale and makes no sales direct to the public. Their new varieties are sold by nurserymen, florists, seedsmen, and dealers everywhere.

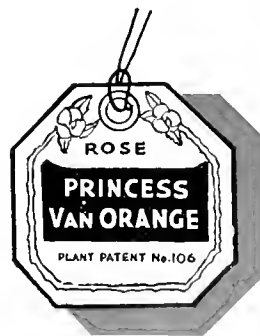
Communicate with your usual dealer and if he does not have on hand the kinds you want, he can secure the plants from us. If there is any serious delay, write us with a list of your selections and we will take up the matter with him or refer you to someone who can furnish you.

An Invitation to Visit Us

We extend an invitation to everyone interested in New Roses to visit our extensive Test and Display Gardens at Newark, New York State. Here are thousands of seedlings (ours as well as foreign), in process of testing, from which future disseminations will be selected. You are welcome, and we favor comments from amateurs. Newark, New York, is on Route 31, 31 miles East of Rochester.

Look for this Label

All Jackson & Perkins' New Roses are patented for your protection. The genuine is identified by this special label.



JACKSON & PERKINS COMPANY

*Hybridizers and Distributors of New Roses and
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NEWARK • NEW YORK STATE

